

Message Text

UNCLASSIFIED

PAGE 01 LYON 00018 182208Z

10

ACTION EUR-12

INFO OCT-01 EB-07 ISO-00 /020 W
----- 010120

R 181715Z FEB 76
FM AMCONSUL LYON
TO SECSTATE WASHDC 855
USDOC WASHDC
INFO AMEMBASSY PARIS
AMEMBASSY BRUSSELS
AMEMBASSY LONDON

UNCLAS LYON 18

INFO ADDRESSEES PLEASE PASS STATE INVESTMENT AND TRADE OFFICES

E.O. 11652 N/A
TAGS BEXP.
SUBJECT PTO

1. 427/03/P0003
2 021776
3 JB VERSCHUUR
4, FRANCE
5 M
6A REPLY TO M ALLARD
6B PRESIDENT
6C ETS ALLARS, 210 RUE GARIBALDI 69003 LYON
7 TEL 603568
8 N/A
9: 110
10, 3714198, 0000 SPECIAL SUSPENDED SEATS FOR DRIVERS OF TRUCKS,
BUSES, AGRICULTURAL TRACTORS ETC . SUBJECT FIRM EMPLOYS 186.
BANK REFERENCE ARE BNP AND BANK OF AMERICA IN LYON. COMMERCIAL
REPUTATION IS GOOD. ETS ALLARD SPECIALIZES IN MANUFACTURING
REGULAR SEATS FOR TRUCKS AND BUSES. ETS ALLARD SELLS EXCLUSIVELY
TO VERLIET AND SAVIEM, TWO LARGE TRUCK MANUFACTURERS WHICH COVER
ABOUT 65-0/0 OF WHOLE FRENCH MARKET. ANNUAL SALES 1973: F 8.5
MILLION, 1974: F 10 MILLION. GOOD COMMERCIAL REPUTATION.
11: SPECIAL HANDLING RECOMMENDED BY POST GIVEN HIGH PROBABILITY
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OF SUCCESS AND HIGH VALUE OF EQUIPMENT INVOLVED. COMPETITION

LIMITED TO ONLY ONE DOMESTIC MANUFACTURER. ANNUAL SALES PROJECTED
BY ALLARS MAY REACH 15,000 TO 20,000 UNITS.
VERSCHUUR

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NNN

Message Attributes

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Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
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Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Margaret P. Grafeld
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